

# Application Tips

## General Tips

1. Read and understand the Guidelines before planning your project and filling out the application.
2. Understand the selection criteria so you know how your application will be evaluated.
3. Reviewers must read a lot of applications quickly, so make your application easy to read:
  - Be direct and concise.
  - Use clear and simple language.
  - Break up your proposal and highlight key points using bold headings, sub-headings and numbered or bulleted lists. Avoid long paragraphs.
  - Use letter or number headings in your answer to make sure you answer all of the questions under each heading.
4. Reviewers will have different levels of knowledge and expertise, so write for someone who knows nothing about your organization or your project. Try to paint a picture for the reviewers so they can visualize your project.
5. Reviewers won't have time to look at a lot of supporting documents, so only attach the ones you feel are essential to understanding your project, such as maps, diagrams or price quotes.
6. Submit applications and supporting documents in formats that are easy to copy and distribute to reviewers. Avoid folded brochures, odd-sized paper, bound books/brochures, and lots of staples. Paper clips are preferred.
7. Ask questions if you want more information or guidance. Attend one of the two information sessions planed on March 13th & 17th, or call or e-mail Marcella Wilson at (206) 386-4016 or [marcella.wilson@seattle.gov](mailto:marcella.wilson@seattle.gov).

## Tips on Application Questions

### PART I: Project Proposal

Application Question	Tips
<b>#1. – Summary statement</b>	Be direct and concise. Reviewers should be able to quickly understand the basics of your project from this summary.
<b>#2a. – Goals</b>	Our major goal is to identify effective methods to conduct culturally appropriate educational outreach to HUCs that result in increased awareness of SPU & LHWMP's programs and services. Your goals should line up with our goals.
<b>#2b. – Topics</b>	Make sure your topic(s) focuses and/or incorporates SPU & LHWMP programs and services.
<b>#2c. – Community importance</b>	Think about the problem or issue you are trying to address and why it is important. Please be clear about the direct/indirect connections between SPU & LHWMP's priorities.
<b>#3. – Audience</b>	Reviewers are not looking for every HUC to be reached with your project. Please be mindful of your capacity and be as realistic as possible.
<b>#4a. – Existing outreach tools</b>	Reviewers want to know if your organization or group has any experience conducting outreach, and if you do, what methods you currently use to reach your target audiences.
<b>#4b. – New outreach tool</b>	Reviewers are looking for your creative but reasonable ideas around producing an arts and/or media product that will be ready to use this year to conduct outreach. You must leave yourself enough time to create the product <b>AND</b> conduct outreach with it.
<b>#4c. – Effective</b>	Please help reviewers to see the reasoning behind your outreach tool selection by giving examples to show if you have used a similar outreach tool or method and achieved results. Or that you have asked the community what tool they want and that you are responding to their request.
<b>#5a. – Number of people</b>	Make sure the number of people you are planning to reach lines up with the amount of money you are requesting. When conducting outreach, remember that quality is as important as quantity. If you estimate you are going to reach a high number of people, realize you have to reach your target by <u>December 3, 2010</u> .

<b>#5b. – Outreach activities</b>	What kind of activity are you going to do? (e.g. events, festivals, fairs, having an exhibit, performances, etc.)
<b>#5c. – When</b>	Reviewers want to know if you have an estimated timeline for conducting your outreach so it can be done by December 3, 2010. Do you know when it (e.g. festival, fair, exhibit, etc.) is happening?
<b>#5d. – Where</b>	What physical locations will your activities take place?
<b>#5e. – Why</b>	Give examples if you have used similar outreach activities and/or places to show you have some reason for choosing it and that it got results. Or that you have asked the community what they want and that you are responding to their request.
<b>#6. – Geographic location</b>	Reviewers want to make sure that they have a mix of projects that will be happening in Seattle <b>AND</b> King County. Make sure your location lines up with the topic priorities location.

## **PART II: Project Capacity**

<b>Application Question</b>	<b>Tips</b>
<b>#7. - Background</b>	Plan a project that will utilize your existing strengths and relationships so you have less of learning curve and can get up and running quickly.
<b>#8. - Staff</b>	If your organization wants to do a project but doesn't have enough staff available, consider hiring a temporary staff person to manage the project.
<b>#9. – Volunteer &amp; partners</b>	<p>Be realistic about how many volunteers you have the time to recruit, train, coordinate and supervise. If you don't have much experience with recruiting volunteers, consider getting advice from another organization that does.</p> <p>Be thoughtful about what partners need to be included, and how many partners you actually have time to work with.</p> <p>You should contact all potential partners to get a tentative verbal agreement before submitting application. However, written partnership agreements will only be requested of finalists.</p>
<b>#10. – Relationships</b>	Please share your existing relationships and experience in the community and how it will help your project get up and running quickly and smoothly.

### **PART III: Project Budget**

Application Question	Tips
#11. – Funds	<p>Make sure your budget tells the same story as the rest of your application. Check for <u>consistency</u> and make sure you have accounted for all labor and non-labor expenses.</p> <p>Be <u>detailed</u>. List and describe every expense. Avoid general budget categories like “miscellaneous.”</p> <p>You won’t be allowed to ask for more money later, so make sure your budget is as <u>accurate</u> as possible:</p> <ul style="list-style-type: none"> <li>• Get estimates and price quotes for consultants, purchases and other expenses. Also ask how much costs might rise within the next 6 months since you won’t be making purchases immediately.</li> <li>• Calculate each staff person’s <i>Rate per Hour</i> based on actual salaries and fringe benefits. Include cost of living increases and raises that will take effect before or during the project.</li> </ul>